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Facts about Memphis



Facts about Memphis

Memphis has more than a million reasons for being Mid-America's big, new city. That's how many people live within a 50-mile radius of our city.

Memphis is

... the city that gave birth to the Blues, the Memphis Sound, the Cotton Carnival ... the home of the Liberty Bowl, and some of the greatest names in industry, medicine, politics, sports and the world of entertainment.

... a city on the move ... whose towering monuments of concrete and steel intermingle with rich, historical landmarks to create a distinctive personality, dynamic in color and interest.

If you're a visitor or newcomer, a million welcomes. We hope you find these facts about Memphis interesting and helpful.

—Memphis Area Chamber of Commerce
May, 1970

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Facts about Memphis

Memphis on the Mississippi was named for the famous Egyptian city on the Nile, and its literal translation is "place of good abode". Andrew Jackson, one of the city's founders and later seventh President of the United States, is generally credited with naming the village when it was established in 1819.

Population trends reflect the city's rapid growth. More than half the population gain for the state of Tennessee between 1950 and 1960 occurred in Memphis and Shelby County. The official census in 1960 showed 497,524 people in the city, and a Standard Metropolitan Statistical Area population (Memphis and Shelby County) of 627,019. The 1970 estimates of population show about 793,000 living in the SMSA, which now includes Crittenden County, Ark., and 608,000 in the city proper. The three-county Greater Memphis Area has a population of 825,000. In 1970, the city ranks as the 20th largest in the nation.

The Memphis wholesale trade area, consisting of a seven-state Mid-South region, has a population of more than 3.5 million in the 105 surrounding counties.

Major construction in downtown Memphis and outlying areas provide daily evidence of a growing new look for the city. Among the newest major facilities are:

- 25-story First National Bank Building, Madison and Third, completed in 1964.
- 38-story 100 North Main office building (1965).
- Civic Center. Includes \$9 million City Hall, opened in 1966; 11-story \$13.5 million Federal Building (1963); new state and county office buildings (1968).
- Memphis Bank & Trust Co., 12-story main office building at Second and Court (1962).
- Union Planters National Bank has a drive-in facility and parking garage under construction at Madison and Front.
- 14-story Holiday Inn Rivermont, overlooking the river just north of the bridges.

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- Memphis Light, Gas & Water Administration Bldg., Main and Beale, scheduled for completion in 1970.
- Commerce Square, including a 33-story National Bank of Commerce office tower at Main and Monroe, is set for occupancy in 1971.
- Jos. Schlitz Brewing Co., which began construction in late 1969 on a \$65 million plant to produce 4.4 million barrels of beer a year.
- Memphis \$27 million Convention Center, now underway, is to open in 1970.

Many famous personalities of the world of music have made Memphis home, and at least three enduring, world famous "sounds" had their beginnings here. It was here that a young Memphian named Elvis Presley paid \$4 to cut his first record in 1953, thus beginning a fantastic career as King of Rock and Roll. Many years before, the legendary W. C. Handy played his music at PeeWee's Saloon and there gave birth to the Blues. Today, the city is known around the world for a tremendous new style of music known as the Memphis Sound, with Memphis being the fourth largest recording center in the nation.

Other well-known national and international personalities who either reside in the city or have called it home include scores of persons distinguished in virtually every field of human endeavor. Among them are Thomas Edison, Lt. Gen. Nathan Bedford Forrest, and Jefferson Davis, President of the Confederacy. Others are author and adventurer Richard Halliburton; Ann Goodwin Winslow, author; Clarence Saunders, who pioneered the concept of self-service grocery stores; E. H. Crump, long-time political leader; author and sportsman Nash Buckingham; Berry B. Brooks, the noted big-game hunter; Dr. Cary Middlecoff, a golfing favorite.

Metropolitan opera star Margeurite Piazza is a Memphian, as are Patricia Welton and Mignon Dunn. Hall-of-Famer Bill Terry heads the list of baseball greats, which includes Tim McCarver, Phil Cagliano, Ron Willis, and Jim Hardin. There is Shelby Foote, author; football's Bill Mallory; actress Stella Stevens; Barbara Walker Hummel, 1947 Miss America; and artist Carroll Cloar. Dr. John Shea, world-famous ear surgeon, resides in Memphis with his wife, the former Lynda Lee Meade, 1960 Miss America.



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Notable area personalities would certainly include the late William Faulkner of nearby Oxford, Mississippi; Tennessee Williams, who was born in Columbus, Mississippi; Glenn Campbell, Johnny Cash and Jimmy Driftwood, all out of Arkansas; and Jesse Hill Ford of Humboldt, Tennessee.

Memphis is proud of its many "firsts", including its recognition as the world's largest spot cotton market, the world's largest producer of cottonseed products, the world's largest interior cotton warehousing center, and as the South's largest livestock and meat packing center.

The city is also known as the world's largest hardwood lumber market and producer of hardwood flooring, the South's largest producer of mixed feeds, and the South's largest distributor of drugs and chemicals.

Memphis is home of the first S. H. Kress & Co. store, the first John G. McCrory dime store, and the first S. S. Kresge store. All three entered business on Main Street in 1896. Self-service grocery shopping and drive-in restaurants made their initial appearances in the city, and Toddle House had its beginning here. Memphis can claim the first Holiday Inn, the first Dobbs House, the first Admiral Benbow Inn, and the first Downtowner Motor Inn—all of which maintain home offices in the city. The three national motel chains headquartered here make Memphis the "Innkeeping Capital of the World".

The city also has a "first" in the life insurance field, in that the Million Dollar Round Table was organized here in 1927.

Memphis government underwent a change in form in 1960 following a referendum in 1966 which replaced Commission government (adopted in 1909) with a Mayor-Council system. An elected Mayor and 13 elected City Councilmen govern the city under the new charter. The legislative branch of Shelby County government is an 11-member Shelby County Court. A three-member Shelby County Commission serves as the executive branch of county government.

The city and county library system, with 19 branches located throughout the county in addition to the main library at McLean and Peabody, has a

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circulation of more than two million books each year. The Business, Science, and Technology Department of Cossett-Goodwyn Libraries (Front St. and Monroe) provides reference service to business and industry, and inquiries from the general public are invited. A Technical Information Center there provides similar service to the 18 other counties of West Tennessee.

In addition to the public library system, numerous other libraries are maintained by colleges and universities, private businesses, and other organizations. Cossett-Goodwyn and large city branches are open from 9 a.m. to 9 p.m. Monday through Thursday, from 9 to 6 on Fridays and Saturdays, and are closed on Sundays. Hours are the same at the main branch, with the exception of Friday, when it is open until 9 p.m.

Mississippi is an Indian word meaning "Father of Waters", and the Mississippi River certainly qualifies under that definition. The big river drains two-thirds of the entire United States. There are many locations from which to view the river, including Ashburn Park on Riverside just north of Georgia.

Memphis is the Nation's Cleanest City. In 1951, Memphis became the first city to win the title "Nation's Cleanest City" these times, after which it was removed from the contest and placed in a category to itself. In 1961, the city was permitted to compete again and that year became the first city to win the grand award four times. The city has also won repeated national acclaim in noise abatement (the fine for blowing a car horn unnecessarily is \$3), safety, and fire prevention.

The world's largest inland Naval complex is located in a small town 19 miles north of Memphis. The Naval Air Station in Millington spreads over 3,471 acres, has facilities valued at more than \$90-million and has the largest single annual payroll in Shelby County—\$60-million. The Station is the home base of eight tenant commands: The Chief of Naval Air Technical Training; the Naval Air Technical Training Center; the Marine Aviation Detachment; the Naval Air Reserve Training Unit; the Marine Air Reserve Training Detachment; headquarters of the Naval Maintenance Training Group; the Naval Hospital and the Navy Training Publications



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Center. Functioning as a logistic and support activity, the Air Station's 1,000 assigned persons perform the tasks necessary for the functions of a city of 15,000 working civilian and military personnel.

The Naval Air Technical Training Center at Navy Memphis is the largest training center of its type in the world, graduating more than 21,000 students a year. Another 90,000 maintenance technicians are graduated annually from field schools around the country. Navy Memphis has the largest single payroll in Shelby County. This payroll, coupled with money spent by the Navy here, brings to about \$72 million the amount put into the local economy by Navy Memphis.

Tours of the Naval Air Station may be arranged by calling 872-1711, Extension 505.

A city of many churches, Memphis has prided itself on having more churches than gasoline stations. The 1969 Memphis City Directory lists approximately 750 churches, while city licensing officials report 675 gasoline or service stations operating in the city in January, 1970.

Defense Depot Memphis, is a city within a city. A 642-acre installation in the heart of Memphis, it employs more than 2,000 people. Included within the complex are 92 buildings, 26 miles of railway, and 25 miles of paved roads. An average of more than 200,000 items are supplied monthly to Army, Navy, and Air Force units throughout the world. Among these items are clothing and textiles, subsistence (food and rations), medical and construction supplies, and petroleum. In 1968, the depot completed the installation of a \$3 million warehouse mechanization system which gives Memphis the most modern warehousing system in the Mid-South.

Defense Industrial Plant Equipment Center (DIPEC), established at Defense Depot Memphis in 1963, is the centralized manager for industrial plant equipment for the entire Defense Department and has technical or operational control over equipment storage/maintenance sites strategically located across the country. Industrial plant equipment includes those items used in the design, test, manufacture and maintenance of U. S. defense weapons and materials. The center employs about 465 people.

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and hosts an average of 200 industrial visitors each month.

Three bridges span the **Mississippi River** at Memphis, and a fourth one, to serve Interstate-40, is under construction. For more information on the bridges, see Page 38.

The **Memphis Arts Council, Inc.** co-ordinates the activities of member groups in Shelby County: Art Center, Inc.; Ballet Society of Memphis; Brooks Memorial Art Gallery; Christian Brothers College; LeMoine-Owen College; Memphis Academy of Arts; Memphis Chapter, AIA; Memphis Community Television WKNO-TV; Memphis Little Theatre; Memphis Pictorialists; Memphis Opera Theatre; Memphis Orchestral Society; Memphis State University; Siena College and Southwestern At Memphis.

The funded members for 1969-1970 are Memphis Academy of Arts; Arts Center, Inc.; Brooks Memorial Art Gallery; Ballet Society of Memphis, Inc.; Memphis Opera Theatre; and Memphis Orchestral Society, Inc.

Other groups contributing to the cultural life of the city are Arts Appreciation Foundation, Inc.; the Beethoven Club; Baron Hirsch Congregation, Concerts International, Inc.; the Jewish Community Center, and Memphis Children's Theatre.

Memphis is a medically oriented city. The Memphis Medical Center, the South's largest, has 19 hospitals with a total of 7,067 beds. In addition, the U. S. Naval Hospital at Millington Naval Air Station consists of 450 beds. The health industry locally employs more than 11,000 people. The payroll for these employees, plus money spent for purchases by the hospitals, nursing homes and by the physicians and students themselves, puts millions of dollars into the economy monthly.

An unusual "street" named **Nov. 6** is located in downtown Memphis. It commemorates the day in 1934 that Memphians voted in referendum to join the Tennessee Valley Authority. The association with TVA ended in 1958 when the Authority was unable under existing legislation to guarantee the city's growing power needs. The city then built its own electric generating station, the largest ever built at one time by a mu-



Facts about Memphis

nicipality. Then, on January 1, 1965, the city rejoined TVA under a new agreement. There is no city the size of Memphis today with rates as low. (Nov. 6 Street is a north-south alley between Main and Second.)

Memphis enjoys 153 parks and playgrounds covering 4,501 acres. The largest are McKellar Park, 590 acres; Audubon Park, 373 acres; Riverside Park, 349 acres; and Overton Park, 357 acres. Among the most frequented city parks is the two-acre Court Square downtown. The focal point of Court Square is a fountain donated by a group of citizens in 1876. Also in Court Square is a statue of Hebe, "Cupbearer to the Gods", which is atop the fountain, a glass enclosed Bible which is maintained by Memphis Union Mission, a plaque containing Walter Malone's poem, "Opportunity", and a memorial to the Second Army, which was headquartered here during World War II.

The Memphis city school system is the 12th largest in the nation and one of the ten fastest growing. All 23 City public high schools are accredited by the Southern Association of Colleges and Schools as are the full curriculum County schools. There are 26 Catholic Schools in Memphis and Shelby County. During the 1969-1970 school year a total of 179,000 students were enrolled in 214 city, county and parochial schools.

There are 19 major educational institutions, (eight colleges and universities), including Baptist Memorial Hospital School of Nursing, Christian Brothers College, Harding College Graduate School of Bible and Religion, LeMoine-Owen College, Memphis Academy of Arts, Memphis Area Vocational-Technical School, Memphis Baptist College, Memphis State University, Memphis Theological Seminary, Memphis Christian College, Methodist Hospital School of Nursing, Mid-South Bible College, William R. Moore School of Technology, St. Joseph Hospital School of Nursing, Siena College, Southern College of Optometry, Southwestern At Memphis, State Technical Institute, and the University of Tennessee Medical Units. The University of Tennessee Medical Units consist of the Colleges of Medicine, Dentistry, Pharmacy, Nursing and Basic Medical Sciences, and the Graduate School—Medical Sciences.

Shelby United Neighbors is the city's largest civic project, totaling about

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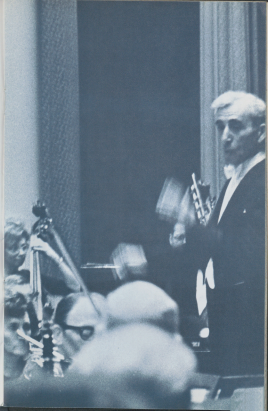
\$4 million a year. This single united appeal raises the funds for a majority of the voluntary health, welfare, and youth service agencies in the county. It maintains central budget review and service co-ordination for participating agencies and operates a central information and referral service. Offices are at 1010 McCall Building. Telephone 525-5602.

The **Tennessee Air National Guard** flies about 600 hours a month out of Memphis in support of U. S. forces throughout the world. The 164th Military Airlift Group is made up of 870 men and is located at the airport. Operating eight C-124 transports, the unit delivers priority military supplies to Vietnam and other countries.

A **Greater Memphis Program** was launched in 1966 by the Memphis Area Chamber of Commerce. The \$4 million, four-year program is one of the largest special-funding community development efforts being undertaken by any chamber in the nation. With the program, Memphis today is on the move with a new chamber strongly committed to improving the economic base of the community and the quality of life for all Memphians.

Founded in 1819 by Andrew Jackson, John Overton, and James Winchester, the city of Memphis observed its Sesquicentennial in 1969. The city celebrated its colorful 150-year history with a year-long series of events, in addition to the Cotton Carnival in May, the Mid-South Fair in September, and the Liberty Bowl in December.

Miscellany. Memphis covers 217 square miles. Memphis and Shelby County have an area of 785 square miles. The Memphis Metropolitan Area (Standard Metropolitan Statistical Area) is made up of Shelby County, Tenn., and Crittenden County, Ark., and covers 1,363 square miles . . . The city tax rate is \$2.14 per \$100 of assessed valuation, while the county rate is set at \$2.45. Assessment is about 50 per cent of cash values . . . The city population is 88 per cent Protestant, 10 per cent Catholic and two per cent Jewish . . . A 1967 Special Census showed 39.7 per cent of the Memphis population is non-white . . . The Memphis Expressway System, now more than two-thirds completed, will extend a total of 67 miles, and is being built at a cost of \$219 million . . . The mean annual temperature is



61.5 degrees, the summer average temperature is 80, and winter average is 43 . . . Average annual rainfall is 49.73 inches . . . Highway mileage from Memphis is measured from a "zero milestone" in front of the main Post Office at Front and Madison . . . Memphis is noted for its pure and abundant supply of artesian water, drawn from underground wells at depths of 500 and 1,400 feet, and so free of impurities that it is used safely in car batteries instead of distilled water . . . Industrial gas is available in Memphis at lower cost than gas can be purchased at wellheads in new gas fields, meaning that Memphis enjoys extremely low gas rates . . . Florida Street and Front Street separate east-west for street numbering purposes, while Madison Avenue and Walnut Grove Road form the north-south line.

Visitors find Memphis a fascinating city to explore, for here in the capital of the Mid-South the Old South and the New South meet. And here, too, is a gateway across the mighty Mississippi to the West.

There is a wealth of interesting things to see and do in Memphis. And visitors, after seeing Memphis, can maintain a base here from which they can move out in all directions to take in interesting sights in the area. To mention just a few: Shiloh National Military Park, 105 miles; Casey Jones Home and Railroad Museum, Jackson, Tenn., 85 miles; Reelfoot Lake, 95 miles; nearby Mississippi and Arkansas plantations; antebellum homes at Holly Springs, Oxford, Columbus and Natchez, where pilgrimages are conducted each year; the Land Between the Lakes, a 170,000-acre recreation area in western Kentucky and Tennessee (located between Kentucky Lake on the Tennessee River and Lake Barkley on the Cumberland River); and some of the finest fishing and duck hunting areas anywhere.

Must see attractions and points-of-interest in Memphis:

Arts. Each season brings a wide selection of symphony, ballet, repertory theater, the Metropolitan Opera, touring Broadway plays, and art exhibits under auspices of a dozen cultural and entertainment agencies. Visitors may consult newspapers, events calendars published by the Chamber of Commerce and the Memphis Arts Council, and Key Magazine for specific schedules. (See Arts Council, Page 10.)



Auditorium. The Auditorium is municipally-owned, has 16 meeting rooms accommodating from 20 to 6,800 persons. Main and Poplar.

Beale Street. One of the most famous streets in America. It was here that W. C. Handy gave birth to the blues. Statue of the famed composer is in Handy Park. The street in 1966 was designated a national historic landmark.

Blues Stadium. Home of the Memphis Blues Professional Baseball Club, members of the Double A Texas League. It has a capacity of 5500. Located at the Fairgrounds.

Brooks Memorial Art Gallery. Outstanding collections of sculpture and paintings, including a Kress collection of Renaissance paintings, are on permanent exhibition. Traveling exhibitions of diversified interest are changed periodically. In Overton Park. Open 10-5 Tuesdays through Saturdays; 2-5 Sundays; closed Mondays. Admission free.

Chucalissa Indian Town. An archaeological development and museum operated by Memphis State University. Founded around 900 A.D., the village remained occupied until the early 1600s when its inhabitants abandoned the site. The Indian word "Chucalissa" is translated "house abandoned" or "deserted town". In T. O. Fuller State Park on Indian Village Drive, reached by Mitchell Road west of U. S. Hwy. 61. Open 9-5 Tuesdays through Saturdays, 1-5 Sundays, closed Mondays. Admission to museum free; admission to restored village, children under six free, 10 cents for children 6-12, all others 25 cents.

Civic Center. This downtown development includes the 11-story, \$11.5 million Federal Building, completed in 1963; a new \$9 million City Hall completed in 1966, and new state and county office buildings. (See entry on Major Construction, Page 3.)

Coliseum. The \$4.7 million Mid-South Coliseum, seating up to 12,000 is home to Memphis State's basketball Tigers, and for other sports, conventions, entertainment and special events. Located in Fairgrounds, east of East Parkway between Central and Southern.

Things to see and do

Colleges and Universities. (See Page 13.)

Cotton Carnival. "The Nation's Party in the Land of Cotton" is held nine days each May. Features include a river pageant at the foot of Monroe, gigantic parades, midway, sailing regatta, and secret society clubrooms.

Cotton Exchange. More than one-third of the nation's cotton crop is bought and sold each year by members of the Memphis Cotton Exchange, making Memphis the largest spot cotton market in the world. In connection with a visit to the Exchange at Front and Union, visitors may take a stroll down Front Street where most of the cotton offices are located. Exchange is open Mondays through Fridays 9:30-2:30. Admission free by appointment.

Crystal Shrine Grotto. In Memorial Park, 5668 Poplar, the Grotto depicts in statues the history of Christ from birth to resurrection. Open 7-5:30 daily. Admission free.

Delta Queen. Recapture the mighty rapture of the river as America's only paddlewheel steamer takes you to the historic ports—New Orleans, St. Louis, Pittsburgh, St. Paul, Kentucky Lake, Cincinnati, and Memphis. Memphis is one of three home ports of the Delta Queen.

Fairgrounds Amusement Park. Variety of rides and other entertainment is offered April through September. East Parkway and Young. Open Fridays, Saturdays and Sundays only. April-May; June-September open every day; hours 2-11 p.m. weekdays and 1-11 p.m. Saturdays and Sundays. Admission free.

Fontaine House. This restored French-Victorian mansion at 480 Adams is the first phase of a James Lee Memorial project which ultimately will include restoration of the James Lee House at 690 Adams and an adjoining carriage house. The Fontaine House was begun in 1870 and acquired in 1883 by Noland Fontaine Sr., Memphis cotton factor. The James Lee House (not yet open to visitors) is Victorian, was begun in 1843 and acquired in 1890 by Capt. James Lee Jr., of the Lee Line Steamers. Fontaine House is included on Heritage House Tour of famous old Memphis homes conducted at the beginning of Cotton Carnival each May by Memphis Chapter,



Fontaine House

Things to see and do

Association for Preservation of Tennessee Antiquities, which is preserving the James Lee Memorial. The Fontaine House is open to the public 1-4 daily; Admission: children through 11, 25 cents; adults \$1; Armed Forces personnel and students, 50 cents.

Football Stadium. Completed 1965 at a cost of \$3.7 million. Seats 50,160, and is built to accommodate expansion to 70,000 seats. Home of Memphis State football Tigers, and annual Liberty Bowl. Named Memphis Memorial Stadium in dedication to veterans of World Wars I and II and the Korean War. Located in Fairgrounds, east of East Parkway, between Central and Southern.

Goldsmith Civic Garden Center. (See Memphis Botanic Garden, Page 24.)

Golf Courses. The Memphis Metropolitan Area has nine public and 11 private golf courses. For list of courses with data on each, contact Memphis Area Chamber of Commerce.

Graceland. The home of Elvis Presley, dominating spacious grounds in the Old South manner on Highway 51 South. Teenagers and adults from all over the world visit outside the gates of this popular showplace.

Lakeland Amusement Park. Contains the Brussels World's Fair Sky Ride, Old Hull'n Puff, a coal burning steam engine, "The Roberta Lee," a 75-passenger river boat, and many other rides. Ride all day for three dollars a person. Lakeland is 10 miles east of Memphis on Interstate-40. Phone 386-4881 for opening dates and hours.

Magrvey House. Picturesque clapboard cottage, built in 1831 and purchased in 1837 by Eugene Magrvey, pioneer schoolmaster. At 798 Adams. Open Tuesdays through Saturdays 10-4; Sunday, 1-4; closed Mondays. Admission free.

McKellar Lake. Offered here are boating, sailing and water skiing. Facilities include a public boat ramp, and a marina. Reached through Riverside Park.

Medical Center. Site of the University of Tennessee Medical Units and a



Things to see and do

dozen hospitals in the immediate area. Extending several blocks north, east and south of Madison and Dunlap. (See Page 10.)

Meeman-Shelby Forest. State park 12 miles north of Memphis contains 12,512 acres, has more visitors each year than any Tennessee state park. Camping, hiking, boating, fishing, horseback riding, picnic areas, hunting in season.

The Memphis Academy of Arts is a private institution involved in teaching and displaying fine and applied arts. Located in Overton Park, the Academy is open to public for viewing of its painting, sculpture, pottery, textiles, photography, and crafts.

Memphis Belle. Famous B-17 Flying Fortress which flew 25 missions over France and Germany in World War II. On permanent outdoor display at National Guard Armory, 2525 Central.

Memphis Botanic Garden. Home of Goldsmith Civic Garden Center, horticultural library, and conservatory. Outstanding rose, iris, magnolia, wild flower, daffodil, daylily, dahlia, ground cover, azalea, annual, camellia, lily, hibiscus, cactus, and lawn grass collections. A Japanese Garden, gracefully curved bridge and placid lake are also featured. W. C. Paul Arboretum contains extensive plantings of holly, viburnum, and crab apple. At 750 Cherry Road, in Audubon Park. Admission free.

Memphis Memorial Stadium. (See Football Stadium, Page 22.)

Memphis International Airport. Completed 1963, at a cost of \$20 million. Cost of the new terminal building was \$5 million.

Memphis Pink Palace Museum. Emphasizing history and natural history of the Mid-South, the Museum is municipally operated through the Memphis Park Commission. The building was to have been the home of Clarence Saunders, who pioneered the self-service grocery with his Piggly-Wiggly chain. Highlights include trophies from African safaris by Berry B. Brooks, extensive research collections on history and natural history and a small planetarium. The Museum also houses the Memphis Little Theatre and the

Things to see and do

West Tennessee Historical Society. Central between Tilton and Lafayette. Open 9-5, Tuesdays through Saturdays, 2-5 Sundays, closed Mondays. Admission free.

Memphis Invitational Open Golf Tournament. This \$150,000 classic is held each year in late May or early June at Colonial Country Club.

Memphis Queen Line. Excursion rides on the Mississippi River are available aboard the river boats operating from the foot of Monroe. The 1-1/2-hour trips are 9:30 a.m. daily except Sunday and 7 p.m. every day, June-August; 2:30 p.m. seven days a week March-November; 4:30 p.m. Saturday and Sunday April-November; winter months 2:30 p.m. weather permitting. Fares \$2 for adults; \$1 children under 12; children under 5 free.

Mid-South Coliseum. (See Coliseum, Page 19.)

Mid-South Fair. Held annually for nine days in September at the Fairgrounds. Features outstanding livestock, agricultural, commercial and industrial exhibits. Top entertainment includes largest rodeo east of the Mississippi River.

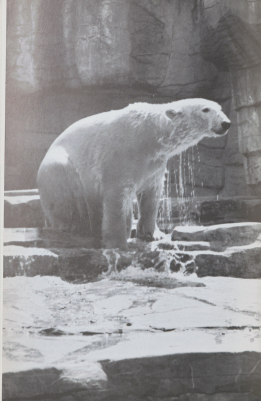
Mississippi River. Viewed from the high bluffs at Memphis, Old Man River offers an ever-changing panorama. Recommended views are from Ashburn and Confederate Parks. (See Mississippi River, Page 7.)

Presidents Island. Memphis Harbor Project is one of the nation's choice industrial areas. Project provides deep, still-water harbor and a public river-rail-truck terminal. Eight million tons of river cargo were handled in 1969 by the Port of Memphis.

Sightseeing Tour. Conducted Gray Line sightseeing tours leave the Sheraton-Peabody Hotel daily at 9:30 a.m. and 1:30 p.m. The 2-1/2-hour tour is \$4, children 5-11 half fare. Sundays by reservation only.

Sports. You name it, you'll find it in and near Memphis: Golfing, ice and roller skating, polo, tennis, bowling, softball, handball, horseback riding, swimming, water skiing, outstanding high school and college football and

Things to see and do



basketball, professional baseball, hunting and fishing.

Memphis is home of a new 50,160-seat football stadium and an adjoining coliseum, which form an important new sports complex at the Fairgrounds. Other outstanding facilities for the sports-minded include a Memphis Gun Club off Appleton Road, north of the Shelby County Penal Farm, and a number of hunt and riding clubs. A Germantown Charity Horse Show is a major event each June. Ames Plantation at nearby Grand Junction, Tenn., is the home each February of the National Bird Dog Championship, the World Series of hunting dog competition.

State Parks. (See Meeman-Shelby Forest, page 24, and T. O. Fuller State Park, below.)

T. O. Fuller State Park. Located on Mitchell Road off U. S. Hwy. 61, 12 miles southwest of downtown Memphis, the 1,000-acre park has an 18-hole golf course, picnic areas, swimming, tent camping, group camping and hiking, and is site of Chucalissa Indian Town.

Theater. Memphis Little Theatre at Memphis Museum conducts a regular season of six productions September through May each year, and a two-week summer schedule in July. Memphis Opera Theatre is a permanent local company that produces full-scale opera productions featuring nationally-known guest artists and directors together with outstanding local talent. Memphis Children's Theatre has won national acclaim for three yearly productions by children and young people in grades 1 through 12. Touring Broadway plays are presented at various times at The Auditorium. Other theater groups include Christian Brothers College Theatre, Southwestern's Center Players, Memphis State University Theatre and Circuit Players.

Zoo. The Memphis Zoological Garden and Aquarium is recognized as one of the finest in the country. Popularly known as Overton Park Zoo, for location in one of Memphis' outstanding municipal parks. The zoo is open 10-5 daily and closed Thanksgiving, Christmas Eve and Christmas Day. Admission 20 cents (for children 6-12) and 50 cents; school groups with adults, 10 cents a child; "under the bar" free. Aquarium admission 25 cents for adults, 10 cents for children 6-12.

Business and Industry

HOW'S BUSINESS? HERE'S HOW:

Memphis ranks among the nation's biggest wholesale and distribution centers, and a look at any map of the U. S. explains why. The city's geographic location and excellent transportation system, consisting of all four modes of transportation (river, rail, truck and air), make Memphis attractive to business and industry wanting to reach growing markets in the Southeast, the Southwest and the Mid-West from one convenient location. This is among reasons why such national firms as Radio Corporation of America, Kellogg, Chicago Bridge & Iron Co., Del Monte Corp. and Schlitz are now in Memphis. Diversification is a tradition in Memphis which contributes to a stable, healthy economy.

As a manufacturing center, Memphis is home to about 850 industries. Manufacturing employment reached an all-time high of 61,900 in 1969, and manufacturing payroll for production workers was at an all-time high of \$375 million. Total employment was at an all-time high of 320,000 in 1969. Unemployment in Memphis is consistently below the national average.

Greater Memphis firms with plants employing over 1,000 at one location: American Finishing Co., E. L. Bruce Co., Firestone Tire & Rubber Co., General Electric Co., Holiday Inns, Inc., Hunter Division, Robbins & Myers, Inc., International Harvester, Kimberly-Clark Corp., Memphis Publishing Co., Pace Corp., Plough, Inc., and RCA Corp.

Greater Memphis firms with plants employing 500-999 at one location: Backeye Cellulose Corp., Cleo Wrap Corp., Continental Baking Co., Day and Night Manufacturing Co., Dover Corp., E. I. duPont de Nemours & Co., Fruehauf Corp., Ivers & Pond Piano, Kellogg Co., Inc., Kimco Auto Products, Inc., Memphis Furniture Manufacturing Co., Jos. Schlitz Brewing Co., and Taylor Forge, Inc.

Other national and international firms maintaining headquarters here are Holiday Inns, Inc., Downtowner Corp., Admiral Benbow Inn, Inc., American Realty Service Corp., and Malone & Hyde, Inc.

Business and Industry

National organizations headquartered in Memphis include the National Cotton Council of America, National Cottonseed Products Association, American Cotton Shippers Association, National Cotton Compress & Warehouse Association, National Cotton Ginning Institute, National Oak Flooring Manufacturers Association, National Lumber Exporters Association, Agricultural Harmonia Institute, and Pi Kappa Alpha and Phi Mu Fraternities.

Economic factors reflecting growth in business here include:

Bank deposits: \$26,092,000,000 (1969).

Effective buying income for Memphis SMSA: \$1,842,173,000 (1968).

Building permits issued in 1969 were valued at \$200,000,000 (city and county).

Retail sales: \$1,520,211,000 (1969 est. Memphis SMSA).

Motor vehicle license tags issued: 322,390 (1969).

Telephones: 393,000 (Shelby County).

Convention business is growing by the year, with Memphis now one of the largest convention centers in the South. Again, geography makes Memphis a logical convention location, and the Chamber of Commerce through its Convention & Tourist Bureau is working full time to interest organizations across the country in holding their meetings in Memphis. The 1969 convention business brought 166,000 visitors to Memphis, and poured more than \$17.5 million into the economic bloodstream of the city. A total of 1,405 conventions, trade shows and sales meetings were held last year. There are more than 7,600 hotel and motel rooms in the Memphis Metropolitan Area, and public and private facilities are adequate to accommodate meetings of up to 13,000 people.

Transportation. Eight truckline railroads operate 17 lines of rail here with competitive service to all principal cities in the U. S., affording initial one-line direct service to 25 states. A total of 73 fixed-rate common carrier truck lines serve Memphis to points in the United States. Several tow lines serve Memphis and seven common carrier barge lines operate scheduled service to all navigable points on the Mississippi, Missouri, Ohio and secondary rivers, and to shipside at the Gulf of Mexico. Water-compelled freight rates are a big factor in enticing new business and in-



Business and Industry

dustry to Memphis. Ten airlines and air taxi services operate about 300 in and out flights daily. Memphis is served by eight U. S. highways (51-61-63-64-70-72-78-79), and two interstate systems (I-55 and I-40, as well as the I-240 and I-255 Expressway). Nine bus lines serve the Memphis area.

Agriculture. The growth of Memphis has been enhanced by increased productivity of agricultural commodities and livestock in the fertile trade area surrounding the city, and diversification has brought a well balanced agricultural program to the region. Livestock and poultry, cotton, soybeans, and forest products are the major contributors to the economy; others are rice, corn, and small grains, principally wheat. In some sections of the area, tobacco and vegetables add to the income of local producers. More and more emphasis is being given to the production of vegetables, and income from this source will probably grow in the immediate future. The Mid-South is noted for its mild winters, abundant sunlight and good rainfall which permit year-round grazing for cattle and multiple crop usage on the same acreage each year. Soil groups in the Memphis area include the alluvial soils of the Mississippi River Delta, loess, loams, and sandy clay. Income from farm receipts in the Memphis trade area now exceed \$2 billion. Cotton, soybeans, livestock, poultry, and forest products each produce an annual income exceeding \$2 million. The Mid-South boasts the world's largest egg producing farm (Cokland, Tenn.); the highest yielding acre of corn in history (304 bushels, Prestiss County, Miss.); the largest soybean producing county in the world (Mississippi County, Ark.), and one of the world's largest fish hatcheries (Lonoke, Ark.). New crops that show great promise in this area include sunflowers (oilseed) and fish (commercially grown). Sunflowers have a higher oil content than soybeans. Fish farming is already a rapidly growing industry, with production now measured in tons per acre rather than pounds per fish.



Information for Newcomers

Information for Newcomers

Welcome to Memphis, Place of Good Abode. We try to live up to the name. Most of the time we succeed. Sometimes we fail. But always we are trying. Our successes have built a city that ranks second to none in national acclaim won for cleanliness and beautification. Your new home is one of America's fastest-growing cities, big enough to be metropolitan and progressive, and small enough to be warm and friendly. We hope you find it so, and that Memphis will prove to be—as it has to many thousands of newcomers—a good place to live, play, do business and raise a family.

Listed below are some guidelines that may be of help to you in planning your move to Memphis or in settling in your new home:

AUTO LICENSE, OTHER REGULATIONS—Automobile and other motor vehicle license plates, and Tennessee titles, may be obtained in the office of the County Court Clerk on the second floor of the Shelby County Administration Building, 160 North Main, at an East Memphis Branch at 5705 Hemcrest Lane, or a Whitehaven Branch in the Memphis Bank & Trust Co. Building, on Highway 51 South at Winchester. City stickers may be purchased at each of these locations as well as in Room 319, City Hall, Main and Adams. Tennessee driver licenses may be obtained at Tennessee Highway Patrol, 6348 Highway 70 (Summer Avenue) after purchase of license plates (\$18.50 for full year, with cost reduced quarterly from April 1). All motor vehicles must go through two inspections each year, at Automobile Testing Bureau, 156 High. City stickers are \$15 (half price on cars purchased after October 1). The two motor vehicle inspections are \$2 each. For answers to questions about license plates and titles, call 526-8831. Inquiries regarding driver licenses may be answered by telephoning 386-3866.

DOG VACCINATION, LICENSE—All dogs in the city and county must be vaccinated against rabies at six months of age, and owners must purchase yearly dog licenses (by May 1 each year to avoid delinquent fee). Price of tags in the city is \$2, in the county outside the city \$1. For a copy of ordinance covering pets, contact Memphis Humane Shelter, 463 North Front, 527-6260.

PUBLIC TRANSIT—Memphis Transit Authority operates a fleet of 309

buses, all of them air conditioned. For route information, and to request a printed route schedule, telephone MTA Information Desk, 523-2521.

SCHOOL ENROLLMENT—To determine which city public school your children will attend, contact Memphis Board of Education, 2597 Avery Avenue. If telephoning, call 323-6311, ask for Attendance Division. For information on county public school enrollment, call or visit Shelby County Board of Education, Courthouse, Second and Adams, 526-8831, Extension 322.

TRAFFIC REGULATIONS—A digest of the Memphis Traffic Code may be obtained from the Police Traffic Division, 128 Adams, 527-6661. The following special regulations will be of interest to new Memphians:

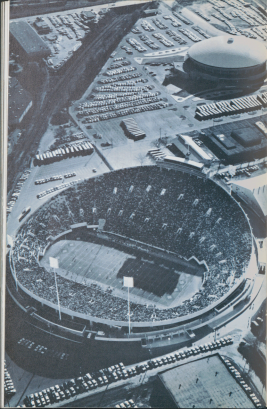
Union Avenue has reversible lanes from Third Street to East Parkway, with three and four lanes westbound (inbound) 7-9 a.m. Mondays through Fridays, and the system reversed for eastbound traffic (outbound) 4-6 p.m. The reversible lanes are in operation only when overhead lane control lights are on.

Lamar Avenue has the same reversible lane system in operation the same hours and days between Somersville and Central.

One-way Streets include Second, which is southbound between Calhoun and Auction, and Third, which is northbound between the same two points. Several east-west avenues in the downtown district are one-way, and are clearly marked and easily followed. Traffic in all alleys in the downtown loop is permitted northbound and westbound only, and alley parking by passenger vehicles is prohibited.

UTILITIES—For electricity, gas and water service, call Memphis Light, Gas & Water Division, 525-8831. For telephone service, call South Central Bell Telephone Co., 526-9011, identify yourself as a new customer wanting initial service.

VOTER REGISTRATION—Persons 21 and over may register to vote at the Shelby County Election Commission, Shelby County Building, Second and Poplar, Mondays through Fridays 8:30 a.m. to 5 p.m. Persons registering must have been residents of Tennessee the past year and of Shelby



Information for Newcomers

County the past three months. Office closed 30 days before all elections.

Miscellany: Thoroughfares running east-west are generally termed "avenues", with those north-south labeled "streets" (exceptions are Beale Street, which was immortalized in song by W. C. Handy as a "street" and certain "parkways", "boulevards", "lanes", etc.) . . . Speed limit within the city, except where marked otherwise, is 35 m.p.h. Trucks are limited to 30 m.p.h. in the city. Expressway speed limit is 60 m.p.h. except for 50 m.p.h. for trucks 1-1/2 tons and larger; minimum speed limit on inside lane is 50 m.p.h. A 15 m.p.h. speed limit is in effect at all school zones morning and afternoon while students are going to and from school. Most school zones are carefully marked with flashing speed limit warnings . . . Right turns on red signals are not permitted except where signs or green arrows do allow such turns under "yield" terms. A "no left turn" regulation is in effect at intersections only as marked with signs beneath overhead traffic lights, or corner markers. No parking is allowed on Main Street at any time between Poplar and Beale. Slow drivers are encouraged by police to use outside lanes except when approaching intersections where left turns are to be made and are permitted, though motorists should be alert, however, for intersections marked "right turn only" from the outside lanes.

QUESTIONS. Inquiries regarding Memphis and the area are invited by the Memphis Area Chamber of Commerce's Information Department, 525-2741. Chamber offices are in Sheraton-Peabody Hotel, on Union between Second and Third. For other material on Memphis, including a statistical summary and a list of outstanding attractions, see the civic section in Memphis telephone directory.

Memphis has much to hold in memory from a long and rich history: The lavish planter era . . . the river glory . . . the battle between Confederate and Union boats on the river at the city's front door . . . the fall and occupation of Memphis . . . the daring exploits of General Nathan Bedford Forrest . . . the days when Hardy brought the blues out of Beale Street.

Memphis has lived under five flags: Spain, 1541; France, 1682; Great Britain, 1763; United States, 1784; and the Confederacy, 1861-1862.

Here are other historical highlights:

- 1541—Hernando DeSoto discovers Mississippi River vicinity Memphis.
- 1818—United States purchases West Tennessee from Chickasaw Indians, and settlement of land begins.
- 1819—Town of Memphis laid out by owners of land grants. Shelby County established by State Legislature, named for Isaac Shelby, Revolutionary soldier and Governor of Kentucky.
- 1826—Town of Memphis incorporated with population of about 500.
- 1855-73-78—Memphis hit by yellow fever epidemics. The 1878 epidemic nearly depopulates the city. The following year, the bankrupt community surrenders its charter and becomes a taxing district of the state. Charter returned in 1893.
- 1857—Memphis linked with East Coast by all-rail route through Charleston.
- 1862—Memphis falls in naval battle.
- 1892—Frisco Bridge completed, first to span the Mississippi below St. Louis.
- 1909—Commission form of government adopted.
- 1917—Harahan Bridge completed.
- 1921—Municipal Airport built.
- 1949—\$14.5 million Memphis and Arkansas Bridge opened to traffic.
- 1958—Work begins on first three-mile stretch of expressway. Thos. H. Allen Electric Generating Station goes into operation.

- 1959—Plans for new \$32 million Civic Center drawn by League of Memphis Architects. Downtown Airport opened on City Island.
- 1963—Memphis dedicates \$20 million Metropolitan Airport (now Memphis International Airport). Voters adopt home rule.
- 1964—Mid-South Coliseum is dedicated.
- 1965—Memphis Memorial Stadium opened.
- 1966—Memphis voters choose Mayor-Council form of government to replace Commission government adopted in 1909.
- 1968—Memphis Area Chamber of Commerce launches \$4 million Greater Memphis Program.
- 1969—Memphis Sesquicentennial celebration.

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Memphis Area Chamber of Commerce / P. O. Box 224 / Memphis, Tennessee 38101